

Director, Product Marketing

FLSA Classification

Non-exempt

Position Type

Full-time

Reports to

Vice President, Marketing

Department

Marketing

Job Location

Denver, CO

Date of Description

1/05/2020

JOB DESCRIPTION

Summary/Objective

STACK is looking for a Director of Product Marketing to synthesize market, audience, product, and competitive inputs for driving the highest possible revenue for the business. The role of the Director of Product Marketing involves performing activities such as product market positioning, sales and product differentiation messaging development, competitive analysis, and sales enablement such as creation of sales tools, communication, and training. The ideal candidate for this role will be a leader and a great communicator that understands the detailed nuances of the data center, MSP/CSP, and technology infrastructure market and buyer personas.

To develop the product positioning and messaging and maximize the strengths of every marketing and communication channel, the Director of Product Marketing will work to understand the audience's needs and behaviors, market trends, and competitive intelligence.

This is a cross-functional role that requires strong communication and collaboration with company leadership, product management, finance, sales teams, and other marketing functions in the formulation of optimal go to market strategies, product education approaches, product solution creation, and execution of competitive counter-tactics to achieve the product's market share targets.

Essential Functions

- Product market positioning
- Sales and product differentiation messaging development
- Sales enablement and training
- Competitive and market analysis

Competencies

- An understanding of the data center industry and its traditional go-to-market activities
- A strong background in B2B marketing either in product management or product marketing
- Excellent communication skills, both verbal and written

- Be able to convey otherwise complex material clearly and concisely to internal and external customer audiences in a manner they can understand and relate to.
- Excellent creative skills and ability to craft product messaging
- Leadership skills and the ability to influence and move others towards a single unified direction
- Team-building skills to facilitate achievement of team goals
- Must be decisive, iterative, and agile
- Ability to manage multiple projects in a fast-paced working environment
- proactive and disciplined in following through with set priorities and programs

Travel Required

- TBD: Typically this role would require approximately 10%-20% travel to attend events and visit STACK locations as necessary.

Required Education and Experience

- Master's Degree or equivalent work experience
- Minimum of 7-10 years' experience in marketing related field
- Proficient in MS Word, Excel, and PowerPoint

Work Authorization/Security Clearance Requirements

- Must pass comprehensive background screening
 - Must be eligible to work in the United States

About STACK

Careers at STACK are different. Why? We're not just in the digital infrastructure business. We're in the data business, providing the scalable, flexible digital infrastructure that powers the world's most innovative companies. We're in the service business, thinking differently about how we can deliver an outstanding experience to every client, every day. And we're in the growth business, expanding our capacity, reach, and technology footprint on a global scale. Digital infrastructure is at the heart of all business. The world runs on data. And data runs on STACK.

Equal Opportunity Employer

STACK provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.